

Kentucky Occupational Skill Standards List

2005 Business Management

AA		Demonstrate Math and Financial Skills
AA	001	Calculate and project wages and earnings
AA	002	Organize and display data using appropriate methods (spreadsheets, graphing calculator)
AA	003	Construct graphs from statistical data using appropriate software
AA	004	Compute mixed numbers, decimals, percentages, and fractions to determine the cost of a plan to promote products or services
AA	005	Calculate, interpret, and evaluate data provided in order to estimate outcomes in preparing financial forecasts (i.e. business plan projections)
AA	006	Calculate and analyze percentages and ratios to estimate start-up costs and projected costs
AA	007	Use a variety of strategies to select appropriate accounting procedures
AB		Demonstrate Technical Literacy
AB	001	Apply verbal skills to obtain and convey information (e.g., ask relevant questions, interpret others nonverbal cues, give verbal directions, and defend ideas objectively)
AB	002	Record information to maintain and present business activity (e.g., utilize note taking strategies, organize information, and select and use appropriate graphic aids)
AB	003	Write internal and external technical communication to convey and obtain information effectively (professional e-mails, executive summaries, complex reports, and business plan)
AB	004	Write with accuracy, brevity, and clarity using appropriate business terminology that recognizes and meets the audience needs
AB	005	Utilize technical reading resources (e.g., Business Week, Wall Street Journal, Entrepreneur, and various types of business strategy books)
AB	006	Read to acquire meaning from written material and to apply the information to a task (e.g., extract relevant information from written materials)
AB	007	Apply research skills when gathering information (e.g., reliability, validity, credibility)
AC		Demonstrate Technology Skills
AC	001	Apply proficient knowledge of using computer programs (e.g., word processor, spreadsheets, presentation, database)
AC	002	Select and use appropriate technology to collect, analyze, and present information
AC	003	Use and apply technology skills regularly to prepare content assignments, solve problems, and generate authentic projects
AC	004	Create professional electronic products (e.g., resumes, letters of applications, portfolios) for employment and post-secondary education
AC	005	Forecast the impact of technological projects and systems in a global society
AD		Explore Career Opportunities
AC	001	Assess personal skills, abilities, and interests (e.g., ILP activities)
AC	002	Develop strategies to make a successful transition from secondary to post-secondary
AC	003	Apply knowledge gained from an individual's assessment to a comprehensive set of goals and the Individual Learning Plan
AD		Demonstrate Critical-Thinking and Problem-Solving Skills
AD	001	Analyze information in order to solve problems
AD	002	Utilize critical-thinking skills (e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, and develop contingency planning) to determine best options/outcomes
AD	003	Explain the need for innovative/creative skills
AD	004	Implement effective decision-making skills
AD	005	Interpret, analyze, and synthesize information for use in decision making (e.g., newspapers, case studies, and career journals)

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EA		Apply Personal Management Skills
EA	001	Demonstrate Impression Management soft skills (conversation, phone etiquette, interviewing, verbal/nonverbal)
EA	002	Identify stressors in personal life and determine appropriate reactions to stressors as it relates to the job performance (e.g., family dynamic changes, relationships, addiction, and illness)
EA	003	Understand techniques, strategies, and systems used to foster self-understanding and enhance relationships with others (emotional intelligence)
EA	004	Describe the advantages and disadvantages of networking to achieve personal goals
EA	005	Understand the importance of accepting personal responsibility
EA	006	Define, prioritize, and complete tasks without direct supervision
EB		Exhibit Work Ethic
EB	001	Demonstrate honesty and integrity (e.g., case studies, role play, class discussion, and ethical situations)
EB	002	Describe techniques for demonstrating personal accountability and work productivity
EB	003	Describe appropriate time-management techniques and their application in the workplace
EB	004	Identify individual work habits (e.g., individual/team responsibilities, willingness to learn, respect, confidentiality, self-discipline, courtesy and punctuality) and explain their importance in the workplace
EC		Demonstrate Effective Workplace Relationships
EC	001	Identify appropriate interpersonal skills for working with and for others (e.g., workplace dynamic)
EC	002	Explain the importance of maintaining professionalism in work relationships
EC	003	Describe appropriate employer and employee interactions in workplace situations
EC	004	Understand the importance of effective team skills (e.g., setting goals, listening, following directions, questioning, and dividing work) and evaluate their importance in the workplace
EC	005	Identify conflict resolution skills to enhance productivity and improve workplace relationships
EC	006	Understand the importance of a positive attitude and impact of a negative attitude
EC	007	Assume shared responsibility for collaborative work
ED		Value Workplace Diversity
ED	001	Explain the importance of respect for feelings, values, and beliefs of others
ED	002	Identify strategies to bridge cultural/generational differences and use differing perspectives to increase quality of work
ED	003	Illustrate techniques for eliminating gender bias and stereotyping
ED	004	Identify how in the workplace environment can be structured to accommodate the diverse needs of workers
EE		Demonstrate Effective Workplace Communication Skills
EE	001	Determine the appropriate mode of communication (e.g., print, electronic, and face-to-face) for various workplace communications
EE	002	Demonstrate characteristics of effective oral presentations and public speaking
EE	003	Develop effective communication skills that include active listening and nonverbal skills
EE	004	Develop skills to give and receive constructive criticism
EE	005	Evaluate written and spoken presentations analytically and critically
EE	006	Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, blogs, and conference calls)
EF		Develop Life Long Learning Skills
EF	001	Demonstrate initiative to advance toward professional level

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EF	002	Demonstrate commitment to learning as a life-long process and recognize opportunities
EF	003	Discuss how health, motivation, and physical fitness affect performance
EF	004	Discuss the importance of flexible career planning and career self-management
EF	005	Describe the impact of the global economy on jobs and careers
EF	006	Employ leadership skills to achieve workplace objectives (personal vision, adaptability, change, and shared vision)
EF	007	Identify career opportunities resulting from emerging technologies
EF	008	Understand the importance of job performance evaluation and coaching as it relates to career advancement
EG		Develop Appropriate Business Etiquette Skills
EG	001	Demonstrate an understanding of appropriate workplace attire and its impact on an individual
EG	002	Develop an awareness of culturally diverse workplace etiquette (gift giving, dining, greetings, and meeting customs)
EG	003	Demonstrate appropriate etiquette when using office technologies (e-mail, phone, e-meetings, personal digital assistant, conference calls, and webcasts)
EG	004	Understand the importance of soft skills and workplace manners (e.g., business protocol, organizational hierarchy, respect)
OA		Understand the Business Organization
OA	001	Compare forms of business ownership
OA	002	Describe types of organizational structures and management levels
OA	003	Identify the factors that influence an organization's structure
OA	004	Construct an organizational chart
OB		Understand Management Functions
OB	001	Analyze possible outcomes of a decision
OB	002	Discuss the importance of vision, mission, goals, and objectives within the context of the business environment
OB	003	Discuss characteristics of effective and ineffective leaders
OB	004	Differentiate between leading and managing
OB	005	Compare and contrast leadership styles
OB	006	Demonstrate an understanding of the four functions of management: planning, organizing, leading (implementing), and controlling
OB	007	Identify and discuss management theories (e.g., scientific management, Human Needs, behavioral managements)
OC		Demonstrate Business-Management Skills
OC	001	Design and implement a time-management schedule as a result of a time-management analysis
OC	002	Evaluate and modify a time-management plan
OC	003	Identify positive and negative stressors in the business environment
OC	004	Determine appropriate reactions to stressors in the business environment
OC	005	Recognize the benefits of motivational stress (e.g., deadlines, incentives, competition)
OC	006	Identify available resources internally and externally for making professional contacts
OC	007	Describe why different managerial styles can be equally successful
OC	008	Identify avenues for professional growth (e.g., work experience, service learning, shadowing, observation, seminars, coursework, publications)
OD		Explain Ethics and Social Responsibility
OD	001	Describe ethical dilemmas faced by managers

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OD	002	Define and describe social responsibility (e.g., providing jobs, paying taxes, and contributing to special community projects)
OD	003	Identify ways in which a business demonstrates social responsibility toward its internal and external stakeholders
OD	004	Examine and evaluate a code of ethics (i.e., business and personal)
OD	005	Explain the importance of operating within an ethical versus an unethical work environment
OD	006	Develop an awareness of global ethics and relativism (what is ethical in one culture is illegal in another)
OD	007	Apply ethical considerations resulting from various situations (e.g., technological advances, international competition, employer-employee relationships, and consumer relations)
OE		Understand Human Resource Management
OE	001	Analyze how the impact of human resource activities help organizations to achieve their goals
OE	002	Analyze the impact of outsourcing on businesses
OE	003	Explain why orientation and training are necessary for successful employee performance
OE	004	Identify selection tools and determine why they are used (e.g., interviews, tests, and reference checks)
OE	005	Identify legislation (e.g., civil rights, right to privacy, and ADA) affecting the all personnel practices (compensation, promotion, recruitment, selection, termination, and training and development)
OE	006	Describe criteria of employee evaluation
OE	007	Identify the impact of performance appraisals on employees and organizations
OE	008	Compare compensation plans, benefit packages, and incentive programs available to employees
OE	009	Analyze an employment contract
OE	010	Develop awareness of employee assistance programs (e.g., substance abuse, wellness, financial assistance, legal, referrals, counseling)
OE	011	Describe legal reasons for terminating employees (e.g., employment at will, embezzlement, violation of company policy)
OE	012	Develop an understanding of a business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions (anti-trust laws, organized labor, and regulatory agencies)
OF		Understand Industry Analysis
OF	001	Analyze a business organization's competitive position within the industry
OF	002	Describe ways to increase market share
OF	003	Compare various forms of competition (i.e., pure competition, monopolistic competition, oligopoly, and monopoly)
OF	004	Discuss the importance of benchmarking in the workplace (i.e., use a desirable business comparison in the industry as a growth objective)
OF	005	Utilize SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis with case studies/business plan
OF	006	Identify internal and external data sources and explain how businesses use them
OF	007	Recognize the Impact of Economics
OF	008	Understand the economic principles and concepts fundamental to business operations (e.g., entrepreneurship, scarcity, cost of inputs, opportunity costs)
OF	009	Discuss and compare various types of economies (i.e., traditional, command, market, mixed)
OF	010	Understand the cost of business supply and demand
OG		Implement Financial Decision-Making Skills
OG	001	Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions

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OG	002	Describe the purpose of financial statements
OG	003	Interpret the data shown on financial statements (e.g., income statements, balance sheet, cash flow statement, and statement of net worth)
OG	004	Develop short-term and long-term financial needs of a business
OG	005	Identify financial risks to business
OG	006	Identify ways to minimize and manage financial risk
OG	007	Prepare and analyze a budget as it is used for a decision-making tool
OH		Discuss Operations Management
OH	001	Explain the coordination/allocation of the factors of production
OH	002	Explain the concept of quality management
OH	003	Evaluate a product design (i.e., product development)
OH	004	Identify factors used in production scheduling (purchasing, routing, scheduling, inventory control, staffing)
OH	005	Recognize factors considered when selecting suppliers (e.g., quality, price, and reliable delivery)
OH	006	Discuss methods of inventory control (i.e., LIFO and FIFO)
OI		Demonstrate Global Perspective
OI	001	Recognize the similarities and differences among cultures
OI	002	Recognize the legal issues related to managing a business in the global environment
OI	003	Describe global economic factors
OI	004	Examine issues of corporate culture and managing in the global environment.
OI	005	Define examples of global involvement (e.g., licensing, joint ventures, exporting, importing, franchising, direct investment, and global outsourcing)
OI	006	Understand government/legal activities that affect global trade to make business decisions
OJ		Recognize the Impact of Public Policy
OJ	001	Explain the relationship between ethics and governmental regulations
OJ	002	Recognize types of taxation assessed to businesses
OK		Understand Marketing Techniques
OK	001	Perform a market research experiment
OK	002	Develop a marketing mix plan for a business (i.e., product, price, place, promotion).
OK	003	Analyze a target market for business/case studies
OK	004	Describe the nine functions of marketing. (i.e., purchasing, selling, pricing, product planning, marketing information management, promotion, financing, distribution, risk management)
OK	005	Demonstrate understanding of strengths and weaknesses of e-business
OL		Create a Business Plan
OL	001	Review and evaluate a sample business plan
OL	002	<p>Create a business plan including:</p> <ul style="list-style-type: none"> • Executive summary • Industry analysis • Company description • Products and services description • Market description • Marketing Strategy • Operations description • Staffing description • Financial projection • Capital needs • Milestones(timetable of dates showing when key states of new venture will be completed)